

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Puritan Products, Inc.

#### Manufacturers Resource Center

#### Leadership Institute Helps Correct Focus for Puritan Products, Inc.

##### Client Profile:

Puritan Products, Inc., founded in 1987, is a supplier of specialty and industrial chemicals to the pharmaceutical, plastics, and semiconductor industries. The company employs 29 people at its facility in Bethlehem, Pennsylvania.

##### Situation:

Following the departure of one of Puritan Products' partners, strategic planning and other initiatives were in need of a renewed top-down focus. As part of its efforts, Puritan's president, Lou DiRenzo, enrolled in the Manufacturing Leadership Institute, a joint venture between Lehigh University's Iacocca Institute and the Manufacturers Resource Center (MRC), a NIST MEP network affiliate, to stimulate manufacturing leadership talents within companies.

##### Solution:

Drawing on lessons learned at the Manufacturing Institute, DiRenzo began to focus more on strategic matters and develop a newfound emphasis on leadership. MRC collaborated with Puritan on an ISO standardization project, enabling Puritan to further improve quality and win the confidence of new customers. Through ISO, Six Sigma, and Lean, the company has been able to improve its profitability and cash position. DiRenzo said, "MRC's significant contribution is the full-service approach it takes in assisting their clients. They've been able to do all the legwork on grants that allowed us to afford things we wouldn't have been able to without their involvement."

##### Results:

- \* Increased sales by 43 percent.
- \* Increased inventory turns from 6 per year to 10 per year.

##### Testimonial:

"There were some alignment problems, and the Manufacturing Leadership Institute program (MLI) helped substantially. I'd been focused on purely tactical issues before, and MLI helped me focus more on strategic matters."

Lou DiRenzo, President and General Manager